



# \$12.3 billion in Opportunity in India's Safety and Security Market

*Do you have the products to help India meet its security challenges?*

## EVENT - WHERE & WHEN:

### IFSEC INDIA 2010

Bombay Exhibition Centre  
Goregaon (E), Mumbai, India.  
November 23 - 25, 2010

## WHO SHOULD PARTICIPATE:

Manufacturers, suppliers and developers and service providers of the following products and services:

- Electronic Security
- Physical Security
- Maritime Security
- Border Security
- Aviation & Transport Security
- Urban Security
- Fire Protection
- Fire Fighting

## PARTICIPATION DETAILS:

### Booth size & cost:

- \$250 per sqm  
(bare space, minimum 27m2)
- \$270 per sqm  
(shell scheme, minimum 9m2)

## ADDITIONAL SERVICES:

- Customized matchmaking opportunities available

## CONTACT US:

### U.S. Commercial Service

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**Join the U.S. Department of Commerce's U. S. Pavilion at IFSEC INDIA 2010 and profit from the tremendous opportunities in the Indian market**

IFSEC INDIA 2010 in its 4th edition is India's largest international exhibition for Commercial, Homeland Security and Fire Technology. IFSEC India crosses the boundaries between technologies and sectors and combines all relevant business areas under one roof – from comprehensive end-to-end and customized solutions and technologies to Mumbai's thriving corporate SME, BFSI, Retail, Hospitality and Realty segments among others

**Space is limited to 20 U.S. companies on a first-come first-served basis**

**Registration deadline: August 31, 2010**

## Benefits of joining the U.S. Pavilion:

- Assistance by experienced U.S. Commercial Service India staff for on-site one-on-one meetings
- Opportunity to showcase your company and products before an audience of key government and industry buyers
- Your chance to participate in the largest trade show for safety, security, **fire** technology and internal security in India
- Ideal opportunity to meet over 14,000 security professionals and 220 exhibitors from 20 countries

## Why is India an opportunity for you:

- The terror attacks of November 26, 2008 in Mumbai compelled India's private sector and government agencies to drastically improve security
- India's Homeland Security budget is set to increase by a massive 35% to over \$29.52 billion in 2009-10
- India's private security industry plans to invest \$12.3 billion by 2016
- Spending on airport security is projected to grow by over \$3.2 billion by 2016
- India's Home Ministry has allocated over \$100 million for city surveillance projects and \$50 million in equipment for detecting arms and ammunition in containers
- A budget of \$84.7 million for implementing the integrated security systems project for the Commonwealth Games has been announced
- The Indian government has plans for 20 anti-terror schools, all requiring sophisticated imported equipment

For more information / registration visit: <http://www.buyusa.gov/india/en/ifsec.html>